

LYNCHBURG CITY COUNCIL

Agenda Item Summary

MEETING DATE: **July 13, 2004, Work Session**

AGENDA ITEM NO.: 1

CONSENT:

REGULAR: **X**

CLOSED SESSION:

(Confidential)

ACTION: **X**

INFORMATION:

ITEM TITLE: **Mural Arts Program**

RECOMMENDATION: Endorse the Mural Arts Program for downtown Lynchburg.

SUMMARY: Lynch's Landing and staff from the Department of Community Planning and Development have been working with an anonymous donor to develop a mural arts program for downtown Lynchburg. The attached explanation from Lynch's Landing provides additional information.

The Lynchburg Redevelopment and Housing Authority has recently approved the design for the first mural that will be placed on the wall of its building facing Ninth Street. Once the mural is approved by the State Historic Resources Office the project can commence.

Lynch's Landing Executive Director Terri Proffitt will attend Council's work session to answer any questions about the program.

PRIOR ACTION(S): None

FISCAL IMPACT: None

CONTACT(S): Terri Proffitt, Rachel Flynn

ATTACHMENT(S): Lynch's Landing Mural Arts Program

REVIEWED BY: lkp

Lynch's Landing Mural Arts Program

Goals: Develop resources to ensure that Downtown is the cultural center of the region. Create high-quality public art that increases visitor and tourism activity Downtown in support of local businesses. Improve the pedestrian experience so that visitors are more likely to walk in the Downtown area. Create a visually interesting Downtown that ensures we will be a destination for visitors.

- I. Window Art – The Window Art portion of our program focuses on murals painted directly on the windows of vacant buildings. The goal of Window Art is to eliminate the “black hole” effect of buildings that are vacant and to create a more positive pedestrian experience as visitors and Downtown employees walk past buildings that have not yet been renovated. An example of this type of mural is located on the James T. Davis building and was painted by Michelle Spruce and Mark Snowden.
- II. Wall Murals – The Wall Murals portion of our program focuses on multi-story exterior wall murals designed to increase visitor and tourism visits to the Downtown area in order to support the businesses that operate Downtown. The murals may reflect a variety of themes from historic to modern. Our commitment is to create respectful non-controversial public art of the highest quality. Our current goals are to have a contemporary mural on the Lynchburg Redevelopment and Housing Authority building that will be called the “Hands of Service” mural and will be in memory of Bev Cosby. This mural will pay homage to the positive impact volunteers have had on our community in reaching out to meet the needs of all of our citizens. The second mural will be on the Farmer’s Seed and Supply building at the corner of Main and Commerce reflecting a historic theme of 3 children passing a farmer’s field on their way to fish on the banks of the James River. This mural will capture the innocence and simplicity of children’s activities in the late 1800’s. Both of these murals are being funded by an anonymous donor. These two murals will be painted by Michael Cooper of Murals & More. Our future goals include requesting permission and raising funds to paint a mural on the corner of the City-owned mid-town parking deck in 2005.

Terri L Proffitt/CityHall/COL
06/30/2004 10:35 AM

To

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Subject Fw: edited version

